



COMPUTER FAIRE
181 WELLS AVE
NEWTON, MA 02159



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"ANNOUNCING
UNIX*SYSTEMS EXPO/84"

BUSINESS REPLY

GREETINGS:

NOW THAT UNIX IS READY, WE WOULD LIKE TO MAKE YOU AWARE OF AN EVENT THAT WILL HELP YOU BRING IT TO THE MARKETPLACE.

UNIX* SYSTEMS EXPO/84, (USE/84), THE ONE EVENT DESIGNED TO MEET THE NEEDS OF BOTH USERS AND RESELLERS, WILL BE HELD IN THE LOS ANGELES CONVENTION CENTER FROM SEPTEMBER 11 TO 14, 1984. YOU ARE INVITED TO JOIN THE LEADING COMPANIES AND AN IMPRESSIVE GROUP OF UNIX EXPERTS WHO WILL BE ON HAND TO HELP OVER 20,000 USERS AND RESELLERS FIND OUT HOW THEY CAN USE UNIX TO THEIR MAXIMUM ADVANTAGE.

USE/84 WILL BE THE FORUM FOR INFORMATION INTERCHANGE AMONG PRODUCERS, RESELLERS, AND USERS OF UNIX-BASED PRODUCTS. AND BECAUSE USE/84 IS DEDICATED TO UNIX, ATTENDEES CAN CONCENTRATE ON THIS POWERFUL PRODUCTIVITY TOOL, WITHOUT THE DISTRACTION OF UNRELATED PRODUCTS. THERE ARE A NUMBER OF OTHER COMPELLING FACTORS WHICH SHOULD ENCOURAGE YOUR PARTICIPATION AT USE/84 --

--- THE TIME IS RIGHT ---

THE NEXT LOGICAL STEP IN THE EVOLUTION OF UNIX IS TO MOVE IT OUT OF THE ACADEMIC AND DEVELOPMENT ENVIRONMENTS AND INTO THE EVERYDAY COMMERCIAL WORK PLACE. USE/84 WILL DO JUST THAT. RECENT EVENTS INDICATE THE TIME HAS COME FOR THE UNIX SYSTEM TO BE INTRODUCED TO THOSE WHO WILL BE USING IT. SOME OF THESE INCLUDE:

- 0 THE EMERGENCE OF THE UNIX SYSTEM AS THE DE FACTO STANDARD MULTI-TASKING OPERATING SYSTEM, AND ITS SUPPORT BY VIRTUALLY ALL MAJOR MAINFRAME, MINI, SUPERMICRO, AND PERSONAL COMPUTER MFGRS.
- 0 THE ESTABLISHMENT OF A VIABLE UNIX STANDARD BY /USR/GROUP, USENIX, AND ISIS WITH SUPPORT FROM AT&T AND IBM.
- 0 USER DEMAND FOR FULL FUNCTION, MULTI-USER, MULTI-TASKING APPLICATION SOFTWARE BASED ON UNIX.

--- THE TARGETED AUDIENCE IS RIGHT ---

OUR RESEARCH INDICATES THAT COMPUTER USERS ARE BECOMING INCREASINGLY AWARE OF UNIX AND ITS ADVANTAGES. USE/84 HAS BEEN ORGANIZED SPECIFICALLY TO BRING BUYERS AND SELLERS OF UNIX SYSTEMS TOGETHER--IN A SUPPORTIVE, BENEFIT-ORIENTED MANNER.



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FORTUNE 1000 MIS AND EDP MANAGERS, SMALL BUSINESS SYSTEM AND PROFESSIONAL USERS WILL HAVE AN UNPARALLELED OPPORTUNITY TO GET THE KIND OF INFORMATION ON UNIX-RELATED PRODUCTS THEY NEED AND WANT. SYSTEM RESELLERS WILL BE ABLE TO USE THE EVENT AS AN OPPORTUNITY TO CONTACT ALL OF THE MAJOR VENDORS AS WELL AS NEW FIRMS OFFERING UNIX-COMPATIBLE SYSTEMS AND APPLICATIONS SOFTWARE.

--- THE PROGRAM CONTENT IS RIGHT ---

THE IMPRESSIVE INFORMATION INTERCHANGE BEGUN BY THE /USR/GROUP STANDARDS COMMITTEE AND ISIS MADE US REALIZE THAT ADVICE AND GUIDANCE FROM THE UNIX COMMUNITY WAS ESSENTIAL IN DEVELOPING THE CONCEPT OF A UNIX VENDOR/USER FORUM. THAT'S WHY WE ARE WORKING WITH GHOSTIC CONCEPTS, INC. AND INFOPRO SYSTEMS TO DEVELOP AND IMPLEMENT THE PROGRAM. PROGRAM SESSIONS WILL COVER SUCH TOPICS AS:

- O THE IMPACT OF INDUSTRY AND USER ACCEPTANCE OF UNIX.
- O ESTABLISHING VIABLE STANDARDS.
- O THE PARTICULAR STRENGTHS OF UNIX.
- O UNIX AND DATA COMMUNICATIONS.
- O HOW RESELLERS AND SUPPLIERS WILL FIND EACH OTHER.

--- THE MANAGEMENT IS RIGHT ---

USE/84 IS MANAGED BY COMPUTER FAIRE, INC., A SUBSIDIARY OF PRENTICE-HALL. WE HAVE YEARS OF EXPERIENCE IN CREATING COMPUTER ORIENTED EVENTS THAT PROVIDE USER/VENDOR INTERCHANGE; OUR EXTREMELY SUCCESSFUL COMPUTER FAIRES HAVE DRAWN NEARLY A QUARTER OF A MILLION PEOPLE SINCE THEY BEGAN IN 1977. AND THESE PEOPLE WERE THE RIGHT ONES: THE MANAGERS AND DECISION MAKERS WHOSE ATTENTION IS NOW BEING DRAWN TO UNIX-BASED SYSTEMS.

--- THE ENVIRONMENT IS RIGHT ---

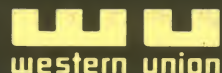
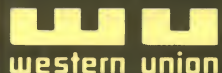
SOUTHERN CALIFORNIA HAS ONE OF THE NATION'S LARGEST CONCENTRATIONS OF CORPORATE HEADQUARTERS. THE AREA'S HIGH GROWTH CHARACTERISTICS AND LARGE NUMBER OF SOPHISTICATED COMPUTER USERS MAKE LOS ANGELES AN OUTSTANDING LOCATION FOR THE NEXT GENERATION UNIX EVENT.

THE LOS ANGELES CONVENTION CENTER IS A MODERN FACILITY, IDEAL FOR COMPUTER EVENTS, WITH SUFFICIENT SPACE FOR BOTH THE EXHIBITS AND CONFERENCES UNDER ONE ROOF. WE EXPECT THAT MORE THAN 200 COMPANIES WILL OCCUPY OVER 500 BOOTHS. BECAUSE THERE ARE A LARGE NUMBER OF START-UP COMPANIES WITHIN THE UNIX MARKET, WE OFFER SPECIAL "UNI" BOOTHS AT DISCOUNT RATES TO NEW COMPANIES WITH GREAT IDEAS AND SMALL BUDGETS.

WE WOULD LIKE TO TELL YOU MORE ABOUT USE/84. PLEASE COMPLETE AND RETURN THE ENCLOSED REPLY FORM OR CALL OUR EAST COAST OFFICE AT (617) 965-8350, OR OUR WEST COAST OFFICE AT (415) 364-4294, FOR MORE INFORMATION.

THANK YOU FOR YOUR INTEREST.
DAVID SUDKIN, PRESIDENT, COMPUTER FAIRE, INC.

*UNIX IS A TRADEMARK OF AT&T BELL LABORATORIES.



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YES, I AM INTERESTED IN UNIX* SYSTEMS EXPO/84.
PLEASE SEND THE FOLLOWING INFORMATION:

....APPLICATION/CONTRACT AND FLOOR PLAN

....SPEAKER KIT - CONFERENCE PROGRAM

...."UNI" BOOTHS

NAME.....

TITLE.....

COMPANY.....

ADDRESS.....

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PHONE.....

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR
COMPANY'S UNIX-RELATED PRODUCTS AND SERVICES.

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REFOLD ENTIRE LETTER SO THAT RETURN ADDRESS AND PERMIT NO.SHOW
THROUGH WINDOW OF BUSINESS REPLY ENVELOPE. NO POSTAGE NEEDED.

FIRST CLASS PERMIT NO. 2470 BOSTON MA
-----POSTAGE WILL BE PAID BY ADDRESSEE-----

RETURN TO: COMPUTER FAIRE
181 WELLS AVE
NEWTON, MA 02159